

2023 ECONOMIC REPORT

OZARK

REGION



DEPARTMENT OF
HIGHER EDUCATION &
WORKFORCE DEVELOPMENT

The Ozark Region is comprised of seven counties in the southwest quadrant of Missouri. This region is home to several cities including Springfield, Branson, Nixa, and Marshfield.

The Ozark Region workforce has more than 274,500 employees, making up 9.2 percent of Missouri's employment. In 2022, 49.1 percent of the workforce was female and 50.9 percent was male, which is about same percentage as Missouri. The regional average unemployment rate for 2022 was 2.4 percent.

The workforce is getting older in the Ozark Region, a trend continuing throughout Missouri and the U.S. In 2022, 22 percent of the workforce was age 55 or older, up from 19 percent a decade earlier.

For the region, 9.6 percent of the workforce was non-white and 4.7 percent was Hispanic or Latino. This compares to the state averages of 18.1 percent non-white and 4.9 percent Hispanic or Latino.

In the Ozark Region, 5.4 percent of the region's population (ages 18 to 64) speaks a language other than English at home. By comparison, Missouri was at 7.1 percent and the U.S. was at 23.7 percent.

The Ozark Region has a slightly higher percentage of the population with a disability compared to the state and nation. For the Ozark Region, 12.6 percent of the population has a disability compared to 12.3 percent in Missouri and 10.3 percent in the U.S.

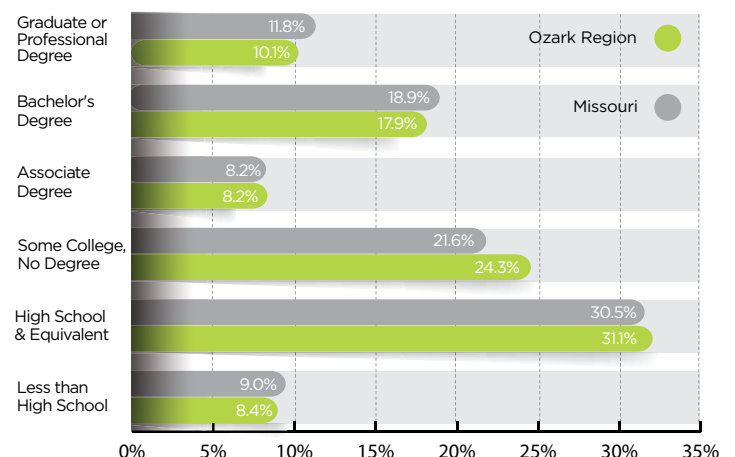
Workforce Demographics

| | Ozark MO | Missouri | Nationwide |
|--|----------|-----------|-------------|
| Average Monthly Employment in 2022 | 274,566 | 2,984,340 | 158,291,000 |
| Average Unemployment Rate in 2022 | 2.4% | 2.5% | 3.6% |
| Male | 50.9% | 51.1% | 51.5% |
| Female | 49.1% | 48.9% | 48.5% |
| Non-White | 9.6% | 18.1% | 24.2% |
| Hispanic or Latino | 4.7% | 4.9% | 17.4% |
| Ages 55 and Older | 22.1% | 22.5% | 22.8% |
| With Disabilities (Ages 18-64) | 12.6% | 12.3% | 10.3% |
| Below Poverty Levels (Ages 18-64) | 14.9% | 12.5% | 11.7% |
| Language other than English (Ages 18-64) | 5.4% | 7.1% | 23.7% |
| Education of Associate Degree or Higher | 36.2% | 38.9% | 42.4% |
| Veterans (Age 18-64) | 5.1% | 4.9% | 4.5% |

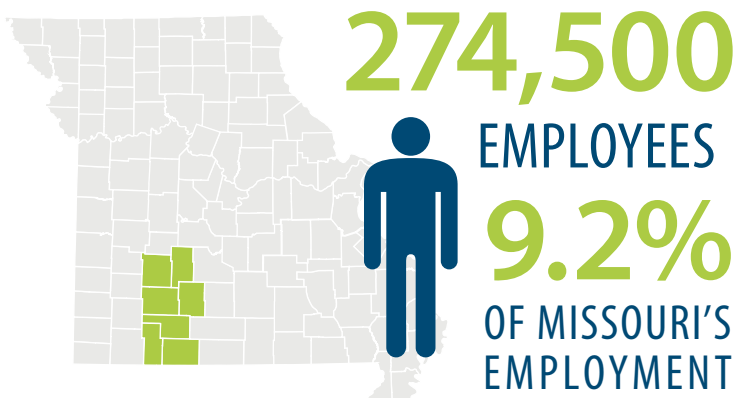
SOURCES: CENSUS ACS 2021-5YR EST.; LEHD 2ND QUARTER; BLS LAUS 2022

Educational attainment rates for the Ozark Region are slightly behind those of the state for those with bachelor's or advanced degrees. Thirty-six percent of the region's population, age 25 and older, has an associate, bachelor's, or advanced degree compared to 39 percent for the state, and about 42 percent for the nation. About 8.4 percent of the region's population of age 25 and older has less than high school education.

Educational Attainment



SOURCE: US CENSUS BUREAU, ACS 2021 5-YEAR ESTIMATES

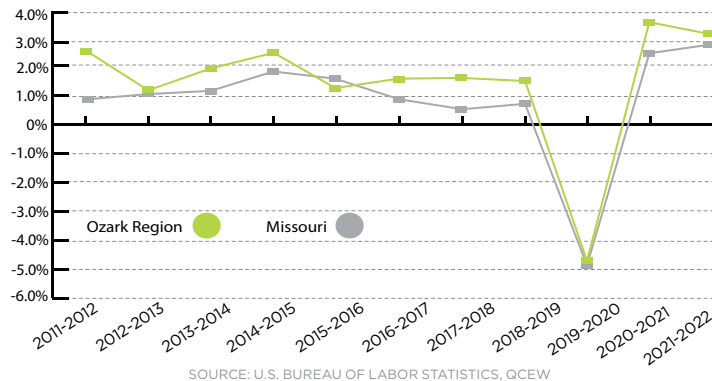


OZARK REGION

INDUSTRY ANALYSIS

The Ozark Region averaged nearly 239,000 jobs in 2022. The region gained 7,826 jobs, an increase of 3.3 percent from 2021 to 2022. From 2018 to 2022, the Ozark Region averaged 0.7 percent compound annual growth for an overall increase of 3.5 percent. During that same period Missouri's employment declined by 1.4 percent. During that same period (2018-2022) Missouri's compound annual employment gain was 0.2 percent for an overall gain of 0.9 percent.

Ozark Employment Annual Growth Rate



Health Care and Social Assistance is the largest employing industry in the Ozark Region, showing consistent growth over the years. With over 44,200 jobs in 2022, the industry added about 1,500 jobs at a compound annual growth rate of 0.7 percent since 2018. The *Retail Trade* industry continues to be one of the largest employing industries in the region with over 31,700 jobs in 2022, a gain of over 1,500 jobs since 2018.

The *Manufacturing* industry added the most jobs, with a gain of over 2,700 jobs since 2018. *Accommodation and Food Services* is the third largest industry with over 31,400 jobs in 2022, an increase of over 1,000 jobs since 2018. *Educational Services* and *Administrative and Support and Waste Management and Remediation Services* are among the largest industries in the region. *Administrative and Support and Waste Management and Remediation Services* (-766); *Wholesale Trade* (-681); *Educational Services* (-671); and *Professional, Scientific, and Technical Services* (-10) are the industry sectors that lost jobs compared to 2018 employment levels.

Ozark Region Top Employing Industries

| Industry | Employment 2018 | Employment 2022 | Net Change | 2018-2022 Empl. CAGR | 2021 Annual Wages |
|--|-----------------|-----------------|------------|----------------------|-------------------|
| Health Care & Social Assistance | 42,792 | 44,288 | 1,496 | 0.7% | \$61,968 |
| Retail Trade | 30,264 | 31,798 | 1,534 | 1.0% | \$37,224 |
| Accommodation & Food Services | 30,379 | 31,413 | 1,034 | 0.7% | \$26,028 |
| Manufacturing | 16,952 | 19,719 | 2,767 | 3.1% | \$56,388 |
| Educational Services | 18,940 | 18,269 | -671 | -0.7% | \$40,128 |
| Administrative & Support & Waste Mngmnt & Remediation Services | 15,488 | 14,722 | -766 | -1.0% | \$43,500 |
| Transportation & Warehousing | 11,833 | 13,786 | 1,953 | 3.1% | \$52,632 |
| Construction | 11,646 | 13,678 | 2,032 | 3.3% | \$52,980 |
| Wholesale Trade | 12,706 | 12,025 | -681 | -1.1% | \$76,848 |
| Prof., Scientific, & Technical Services | 11,117 | 11,107 | -10 | 0.0% | \$65,892 |
| Finance & Insurance | 8,573 | 8,649 | 76 | 0.2% | \$65,820 |
| Arts, Entertainment, & Recreation | 8,209 | 8,219 | 10 | 0.0% | \$29,484 |

SOURCE: LEHD QWI, 2018-2022 QUARTER 3 DATA

LOCATION QUOTIENT

To understand the major industries within a region, an analysis of industry concentration or clustering can be useful. The Location Quotient (LQ) describes the concentration of an industry in a geographic region, in relation to the nation, with 1.0 being the national average. Industries with higher than 1.0 LQ indicate a concentration.

The Ozark Region has higher concentrations in *Scenic and Sightseeing Transportation*; *Truck Transportation*; *Museums, Historical Sites, and Similar Institutions*; *Accommodation*; and *Performing Arts and Related Industries*.



HIGHEST 2022
LQ 3.4

SCENIC AND SIGHTSEEING TRANSPORTATION

2022 Ozark Region Location Quotients

| Industry | Employment | Location Quotient |
|---|------------|-------------------|
| Scenic & Sightseeing Transportation | 164 | 3.4 |
| Truck Transportation | 8,078 | 3.1 |
| Museums, Historical Sites, & Similar Institutions | 577 | 2.2 |
| Accommodation | 6,125 | 2.1 |
| Performing Arts & Related Industries | 1,632 | 2.0 |
| General Merchandise Retailers | 8,046 | 1.5 |
| Gasoline Stations & Fuel Dealers | 2,599 | 1.5 |
| Sporting Goods, Hobby, & Book Retailers | 3,773 | 1.5 |
| Building Material & Supplies Dealers | 3,430 | 1.5 |
| Telecommunications | 1,526 | 1.4 |
| Fabricated Metal Product Manufacturing | 3,166 | 1.3 |
| Merchant Wholesalers, Durable Goods | 7,301 | 1.3 |
| Repair & Maintenance | 2,972 | 1.3 |
| Nursing & Residential Care Facilities | 6,121 | 1.2 |
| Motor Vehicle & Parts Dealers | 4,099 | 1.2 |

SOURCE: U.S. BUREAU OF LABOR STATISTICS, QUARTERLY CENSUS OF EMPLOYMENT AND WAGES 2022

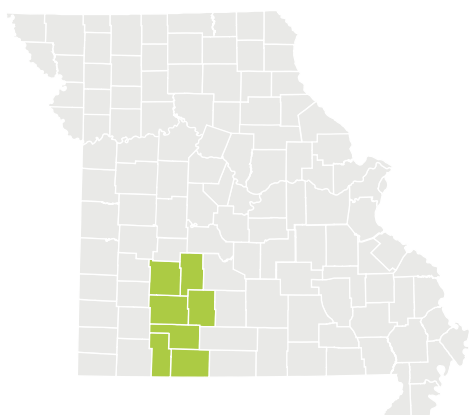
OZARK REGION

Projected growth in industry helps to identify future employment needs for an area. Projections indicate that the largest industry growth in the Ozark Region from 2020-2030 will be in the *Hospitals; Professional, Scientific, and Technical Services; Warehousing and Storage; Truck Transportation; and Ambulatory Health Care Services* industries.

Ozark Region Largest Growth Industries 2020-2030

| Industry | Employment | | Change | |
|--|-------------------|-------------------|----------------------|---------|
| | 2020 Estimated | 2030 Projected | 2020-2030 Numeric | Percent |
| Hospitals | 17,884 | 19,564 | 1,680 | 9.4% |
| Professional, Scientific, & Technical Services | 9,546 | 10,938 | 1,392 | 14.6% |
| Warehousing & Storage | 1,587 | 2,819 | 1,232 | 77.6% |
| Truck Transportation | 7,568 | 8,774 | 1,206 | 15.9% |
| Ambulatory Health Care Services | 11,582 | 12,479 | 897 | 7.7% |
| Amusement, Gambling, & Recreation Industries | 3,105 | 3,984 | 879 | 28.3% |
| Local Gov., Excluding Education & Hospitals | 8,569 | 9,404 | 835 | 9.7% |
| Specialty Trade Contractors | 7,557 | 8,374 | 817 | 10.8% |
| Couriers & Messengers | 1,263 | 1,904 | 641 | 50.8% |
| Bldg. Material & Garden Equip. Dealers | 3,182 | 3,782 | 600 | 18.9% |

SOURCES: MERIC INDUSTRY PROJECTIONS, 2020-2030



PROJECTED GROWTH BY INDUSTRY HELPS TO IDENTIFY FUTURE EMPLOYMENT NEEDS FOR AN AREA.

OCCUPATIONAL PROJECTIONS

MERIC produces occupational projections that estimates labor demand over a 10-year period. MERIC categorizes these occupations using its Now-Next-Later method to help job seekers understand the training, education, and experience requirements for various occupations

Now jobs typically require short-term on-the-job training, little to no experience, and/or a high school diploma. **Now** occupations with the most projected openings are *Fast Food and Counter Workers; Retail Salespersons; and Waiters and Waitresses. Ushers, Lobby Attendants, and Ticket Takers; Bartenders; and Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop* are projected to be the fastest growing **Now** occupations over the next decade.

Next jobs typically require a non-degree certificate, associate degree, apprenticeship, some experience, or moderate- to long-term training. *Heavy and Tractor-Trailer Truck Drivers; Cooks; and Nursing Assistants* are projected to have the most openings for the **Next** category of occupations. *Cooks; Photographers; and Fitness Trainers and Aerobics Instructors* are the fastest growing **Next** occupations.

Later jobs typically require a bachelor's degree or higher. For **Later** occupations, *General and Operations Managers; Registered Nurses; and Accountants and Auditors* are projected to have the most openings. *Nurse Practitioners; Market Research Analysts and Marketing Specialists; and Medical and Health Services Managers* are the fastest growing **Later** occupations.

Ozark Region Fastest Growing Occupations



NOTE: OCCUPATIONS WITH ANNUAL TOTAL OPENINGS OF LESS THAN 50 ARE OMITTED
SOURCE: MERIC OCCUPATIONAL PROJECTIONS, 2020-2030

OZARK REGION

Ozark Region Long-Term Occupational Projections by Top Openings

| Occupation | 2020 Estimated Employment | 2030 Projected Employment | Growth Openings | Exits | Transfers | Total Openings | Median Wages |
|---|---------------------------|---------------------------|-----------------|-------|-----------|----------------|--------------|
| NOW | | | | | | | |
| Fast Food & Counter Workers | 7,731 | 9,078 | 135 | 815 | 888 | 1,838 | \$21,028 |
| Retail Salespersons | 8,178 | 8,900 | 72 | 477 | 705 | 1,254 | \$25,777 |
| Waiters & Waitresses | 5,005 | 6,164 | 116 | 410 | 667 | 1,193 | \$19,939 |
| Cashiers | 6,648 | 6,554 | -9 | 562 | 632 | 1,185 | \$22,180 |
| Stockers & Order Fillers | 5,013 | 6,095 | 108 | 316 | 542 | 966 | \$26,140 |
| NEXT | | | | | | | |
| Heavy & Tractor-Trailer Truck Drivers | 6,881 | 7,955 | 107 | 304 | 503 | 914 | \$44,077 |
| Cooks, Restaurant | 3,097 | 4,706 | 161 | 230 | 334 | 725 | \$25,525 |
| Nursing Assistants | 4,161 | 4,398 | 24 | 274 | 242 | 540 | \$25,484 |
| First-Line Supervisors of Food Preparation & Serving Workers | 1,621 | 2,020 | 40 | 81 | 186 | 307 | \$28,146 |
| Maintenance & Repair Workers, General | 2,665 | 3,043 | 38 | 101 | 166 | 305 | \$34,504 |
| LATER | | | | | | | |
| General & Operations Managers | 4,900 | 5,629 | 73 | 105 | 326 | 504 | \$67,374 |
| Registered Nurses | 6,130 | 6,588 | 46 | 170 | 160 | 376 | \$58,594 |
| Accountants & Auditors | 2,139 | 2,387 | 25 | 63 | 134 | 222 | \$48,868 |
| Project Mngmnt Specialists & Business Operations Specialists, All Other | 1,782 | 1,950 | 17 | 43 | 92 | 152 | \$61,784 |
| Software Developers and Software Quality Assurance Analysts & Testers | 1,354 | 1,667 | 31 | 35 | 74 | 140 | \$67,956 |

SOURCE: MERIC OCCUPATIONAL PROJECTIONS, 2020-2030

ONLINE JOB POSTINGS

Job postings are an indicator of demand and opportunities in an area, and can assist individuals seeking job opportunities in current in-demand occupations. According to information based on online job posting data collected and aggregated by Lightcast™ for the Ozark Region, jobs like *Registered Nurses*; *Retail Salespersons*; and *Sales Representatives, Wholesale and Manufacturing* had a high number of job postings in the region during the last year.

Ozark Region Top Five Online Job Postings in Now-Next-Later Classification

| Occupation Title | Online Job Postings |
|--|---------------------|
| NOW | |
| Retail Salespersons | 2,830 |
| Customer Service Representatives | 1,820 |
| Fast Food & Counter Workers | 1,530 |
| Laborers & Freight, Stock, & Material Movers, Hand | 1,530 |
| Home Health & Personal Care Aides | 1,340 |
| NEXT | |
| Sales Representatives, Wholesale & Manufacturing | 2,240 |
| First-Line Supervisors of Retail Sales Workers | 2,070 |
| Heavy & Tractor-Trailer Truck Drivers | 2,060 |
| Maintenance & Repair Workers, General | 1,500 |
| Licensed Practical & Licensed Vocational Nurses | 1,150 |
| LATER | |
| Registered Nurses | 4,820 |
| Medical & Health Services Managers | 980 |
| Software Developers | 930 |
| Managers, All Other | 850 |
| General & Operations Managers | 680 |

SOURCE: LIGHTCAST™, ONLINE JOB ADS FROM MAY 1, 2022 - APRIL 30, 2023

This report was prepared by the staff of the Missouri Economic Research and Information Center (MERIC) as part of the Missouri Workforce Report. All data in this report was current at the time of publication and is subject to revision. Additional details on data sources can be found in the full report. This workforce solution was funded by a grant awarded by the U.S. Department of Labor's Employment and Training Administration. The solution was created by the grantee and does not necessarily reflect the official position of the U.S. Department of Labor. The Department of Labor makes no guarantees, warranties, or assurances of any kind, express or implied, with respect to such information, including any information on linked sites and including, but not limited to, accuracy of the information or its completeness, timeliness, usefulness, adequacy, continued availability, or ownership.